

## **Communications Team Report 2006**

*Abstract.* In 2006, the NYS IPM Communications Team, a writer and a webmaster-graphics designer, completed a 20-year anniversary report; archived hundreds of slides and digital photos; wrote 14 news releases and two articles; presented at professional organizations and public events; developed graphic materials for a life sciences IPM curriculum; provided editorial oversight and sample layouts for a NE-IPM-funded project; and participated in a number of other projects, detailed below.

### **Wrote IPM-oriented articles and news releases:**

#### **Wrote two feature stories**

New curriculum brings real-world science to New York classrooms (*CALSCconnect*)  
Land-grant IPM research is windfall for New York apple grower (accepted for publication, *Fruit Grower News*)

#### **Wrote 14 news releases:**

Proactive educator wins “Excellence in IPM” award  
Innovative apple grower promotes least-risk strategies, wins IPM award  
Kirkville farmer Jeff Kubecka joins pest patrol, wins IPM award  
Safe pest management advocate Gil Bloom earns IPM award  
Volunteer Buffalo Pest Management Board wins award, praise  
Extension educator and “TAg”-team leader earns Excellence in IPM Award  
Better way to dealing with pests earns advocate Rich Muscarella an Excellence in IPM Award  
Elizabeth Lamb Named IPM Ornamentals Coordinator in New York State  
Brian Eshenaur Is New IPM Ornamental Educator in New York State  
Pest alert helps track changing climates  
Cornell researchers: no magic in a bottle for tough perennial weeds (two versions)  
Monroe-Woodbury Public Schools Awarded IPM STAR Certification  
Bringing Least-toxic Pest Control to Amish Farmers (two versions)  
Teaching “inner health” of trees earns IPM award

### **Book manuscript:**

Provided editorial oversight and project management for NE IPM homeowners guide: eight chapters in various stages of completion  
Contributed to grant application to complete publication of the NE-IPM homeowners guide (pending)

### **Miscellaneous writing projects:**

Prepared model for potential Cornell University Hotel School / IPM collaboration on bed bugs

## **Layout & Design**

### **Life Sciences Curriculum:**

- Prepared postcard, bookmark, brochure, Pest Grabber, and revised Dial-a-Pest for offset printing
- Created mock-up and draft of a 12-month Calendar. Each 22" x 17" page shows children working through the curriculum
- Drafted an IPM sign for farms that participate in IPM research. Approval pending
- New design for New York Farm Viability Institute documents
- Cover Design for 2005 Anniversary Report
- European Crane Fly Fact Sheet: English and Spanish versions
- Spanish versions of *Found a Cockroach?*; *Evict and Exile Mice*; *What's all the Buzz about Mosquitoes?*
- Consumer pages ("Web Bytes") for the website
- NE-IPM homeowners guide: cover and chapter layout mockups
- Updated IPM staff directory
- Designed pdf versions of 26 online IPM Elements
- Designed and produced postcards for Ornamentals Team
- Created IPM PowerPoint template

## **Organized and created IPM displays for**

- 2006 New York State Agriculture Society Forum
- Monroe County Fair
- Empire Farm Days
- Whale Watch Festival
- The Empire State Green Industry Show
- Healthy Environment, Healthy Economy Conference
- Collected photos for exhibition proposal to American Museum of Natural History

## **Represented IPM in planning the New York State Agricultural Experiment Station's 125th Anniversary Celebration**

- Served on Public Relations/Publicity Sub-Committee
- Designed, created posters
- Helped formulate "IPM is a Decision-Making Process"—the IPM activity for the event

## **Represented IPM at professional meetings**

- 5<sup>th</sup> International IPM symposium
- "What's New at the NYS IPM Website?" (poster session)
- "Words at Work" (workshop)

## **Archiving**

- Created an archiving system for the hundreds of slides and digital photos that staff have taken over the past 20 years to make them easily available to all.

## **Web writing:**

- Completed drafts for consumer, "what is IPM," and vegetable systems trials webpages